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New Jersey Business Action Center




NJBAC

New Jersey Business Action Center




Long History Of Service To Businesses

- NJBAC has over thirty years of service to the NJ business community, serving as the navigator through state government regulations, programs and benefits
 - Our team has a deep expertise of government programs, understanding of government bureaucracy and critical government contacts to deliver solutions to businesses' problems
 - NJBAC experts work with businesses one-on-one to find solutions to the daily issues and concerns they face
 - Call 1-800-JERSEY-7 and connect with a Business Advocate who works with you personally and confidentially at no cost
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Business Action Center Office of Business Advocacy

If you need to expand or relocate your business; or have a complex regulatory matter that you need addressed, the Business Advocates can help you address those needs

- Outreach team to all businesses in every town in the State of NJ
 - We help with real estate site searches to find the right location whether growing or consolidating in response to the changing COVID environment
 - With extensive contacts in the state, county and municipal level, the Business Advocates help to navigate all government issues
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Business Action Center Office of Export Promotion

Only 2% of the world's consumers live in the United States, consider if entering the global economy is a way to grow your business.

- Provide free consulting services
 - Help you develop a viable export plan
 - Offer guidance in identifying global business opportunities
 - Help you locate buyers and potential markets and test local demand
 - Guide you through foreign custom procedures and regulatory compliance policies and getting your products cleared through customs
 - State Trade Expansion Program (STEP) provides financial support to those looking to expand their global business
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Business Action Center Office of Planning Advocacy


Municipalities work with NJBAC's Office of Planning Advocacy to protect their residents and community businesses from hazards and vulnerabilities, such as flooding and other nature-based threats.

- Operates New Jersey State Planning Commission
 - State Development and Redevelopment Plan
 - Improves efficiency and reduces the costs of land development and infrastructure by expanding areas of coordination and cooperation among State and local agencies
 - Facilitate coordinated state agency review and advice from State agencies on implementation of the State Plan into local and county planning decisions related to master plan review and updates; infrastructure improvement; development regulations; design standards; and resource protection
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Business Action Center Office of Small Business Advocacy

From startups to main street, we help small businesses access a variety of resources tailored to meet their needs including:

- Mentoring assistance
 - Financial resources
 - Licensing & professional certifications
 - Procurement assistance
 - Navigating regulatory processes
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NJBAC CANNABIS TRAINING ACADEMY

A virtual training for cannabis applicants (NJ residents, age 21+) in the social equity, legacy, Impact Zone, diverse-owned and microbusiness categories to go step-by-step through the NJCRC application. Over time, NJBAC will provide a variety of courses to help conditional license holders convert to annual approval and fully licensed owners to navigate their first year.

EDUCATE: Classes are virtual, pre-recorded and taught by individuals who are working in, consulting to or teaching in the cannabis industry. Registered students will work at their own pace and participate in live question and answer sessions to address their specific issues. Content and materials will be produced to accommodate different learning styles and eventually available in Spanish.

EMPOWER: Education opens the doors to opportunities and equips people with the knowledge, skills and tools they need to start, manage and grow a business. The Cannabis Training Academy provides the groundwork to make mission-critical decisions about the business as they apply for their license

ESTABLISH: Students will make key financial, management and operations plans and decisions about their business concept, start and/or complete their application for submission to the CRC


Call NJBAC at 1-800-Jersey7 OR LIVE CHAT at www.business.nj.gov
Register for Updates on Academy at: <https://www.nj.gov/state/bac/cannabis>





SO HOW CAN THE NJBAC HELP YOU?

Assisting you with navigating State Government

- New Jersey Economic Development Authority
 - New Jersey Treasury Department
 - Division of Revenue and Enterprise Services
 - Division of Taxation
 - New Jersey Department of Labor and Workforce Development
 - NJ Consumer Affairs Division
 - New Jersey Department of Community Affairs
 - New Jersey Small Business Development Centers
 - New Jersey Department of Environmental Protection
 - Programs available from your County or Municipality
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SO HOW CAN THE NJBAC HELP YOU?


Starting a New Business Assistance

- NJBAC Starting A Business Checklist is a great outline of the process of starting a business and is available at <https://www.nj.gov/state/bac/assets/pdf/nj-new-business-checklist.pdf>
- New State Business Website [Business.nj.gov](https://business.nj.gov)
 - The latest tool on the site is **The Business Navigator**. By answering a few questions about your planned business you can receive a customized roadmap outlining the steps recommended and required to begin operations in NJ
- Licensing and Certification Guide can help identify professional, occupational licenses or permits to sell regulated products. This guide is available at business.nj.gov/licensing-and-certification-guide



SO HOW CAN THE NJBAC HELP YOU?

More about business.nj.gov

- Live Chat, powered by NJBAC Business Experts –making contact with state government very easy and is available 8 AM to 5 PM M-F.
 - Robust search function providing immediate targeted answers
 - Plan, Start, Operate, Grow content crafted around where you are in your journey as a business
 - Business Starter Kits – jump start your development with one of these kits, food trucks, online commerce, cleaning services, restaurants, etc.
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SO HOW CAN THE NJBAC HELP YOU?

Obtaining an Employer Identification Number (EIN)

[IRS.gov](https://www.irs.gov)

Forming and Registering Your Business with the Division of Revenue and Enterprise Services


<http://www.nj.gov/treasury/revenue/gettingregistered.shtml>





SO HOW CAN THE NJBAC HELP YOU?


Technical Assistance and Mentoring
Low or No Cost Technical Assistance

- *Small Business Development Centers (SBDC)*
 - *SCORE*
 - *UCEDC*
 - *Procurement Technical Assistance Centers (PTAC)*
 - *Services Available*
 - *Business Plan Preparation*
 - *E-commerce*
 - *Social Media in Business*
 - *Government Procurement Training*
 - *Basic Management Tools*
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SO HOW CAN THE NJBAC HELP YOU?

Growing you business

- NJBAC connects you with the technical assistance you need for fiscal stability and business continuity
 - NJBAC identifies critical access to capital and local, state and federal grant and loan programs
 - NJBAC navigates the State agencies to help you get the answers you need to continue operating your business
 - NJBAC answers questions on Local Government requirements for water, sewer, fire, plumbing, electrical & heating
 - Government Procurement
 - Exporting
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SO HOW CAN THE NJBAC HELP YOU?

State Certifications or Registrations that may help qualified businesses

- SBE – Small Business Enterprise Registration
- MBE – Minority Business Enterprise Certification
- WBE – Women Owned Business Enterprise Certification
- MWBE – Minority & Women Owned Business Enterprise Certification
- VOB – Veteran Owned Business Registration
- DVOB – Disabled Veteran Owned Business Registration

These certifications can assist in:

- Obtaining government contracts
 - Participating in Supplier Diversity Programs
 - Apply for as a Diversely-owned Cannabis business
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How do you get Certified/Registered

There is a single Uniform application for SBE, MBE, WBE, M/WBE, VOB, DVOB

You can access the online application form at

www.njportal.com/DOR/SBERegistry

- Applications are *free of charge*
- MBE, WBE and MWBE receive an initial 1 year Certificate and a 3 years Certificate upon renewal
- VOB Certificates are valid for 3 years
- DOB Certificate are valid for 5 years
- SBE Certificates are valid for 3 years

MBE, WBE, M/WBE, DOB and VOB can take **8 weeks** or more to process






Grow Your Business Through Exports

Financial awards to partially offset export promotion costs such as, but not limited to, the following:

- Design and/or Translation of Marketing Material/Media with International Focus
- Translation of Websites including audio and/or video
- **Website/E-Commerce with International Focus**
- Fees for services provided by the U.S. Commercial Service (U.S.CS)
- Trade Show Booth Exhibitions whether in-person or virtual
- Foreign Trade Missions whether in-person or virtual

New focus on first time exporters in the Food & Beverage Manufacturing Sector



Have a Business Question? We have the answer!

New Jersey Business Action Center
<https://www.nj.gov/state/bac/>

Business Chat Line: 1-800-JERSEY-7

New Business Website and Live Chat
<https://business.nj.gov>

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